CONTRACT



KTVI 2250 Ball Drive St. Louis, MO 63146 (314)213-2222

Alt Order# Contract / Revision 586621 09852563 Product SPENCE Estimate# Contract Dates C27C29 10/27/12 - 10/30/12 Original Date / Revision <u>Advertiser</u> Spence, David/R/Mo Gov

And:

Smart Media Group LLC 814 King Street Suite 400 Alexandria, VA 22314



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B	Iling Cycle	Billing Cale		ndar	Cash/Trade
ĮΕ	OM/EOC	Broadcast			Cash
St	tation_	Accour	nt Ex	recutive	Sales Office
K	TVI	Jared 9	Salle	es	Washington DC
S	pecial Handi	ing			
D	Demographic				
A	Adults 35+				
					Total Ratings
					173.60
ŢŢ)B#	Advert	iser	Code	Product Code
10	046	SPEN			ORDR
Agency Ref			<u>Advertiser</u>	Ref	

Tatala

			Spots/		Tota	als
*Line Ch Start Date End Date Description	Start/End T	ime Days	Length Week	Rate Rtn TypeSp	ots	Amount
N 1 2 10/29/12 10/29/12 M-F 9a-10a	9a-930a		:30	NM	1	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 2.90				
Week: 10/29/12 11/04/12 M 1		2.90	:30	NM	1	\$800.00
N 2 2 10/30/12 10/30/12 M-F 9a-10a Start Date End Date Weekdays <u>Spots/Week</u>	9a-930a <u>Rate</u>	Rating	:30	INIVI	•	ψουσ.υσ
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	\$800.00	2.90				
N 3 2 10/29/12 10/29/12 M-F 10a-11a	10a-11a		:30	NM	1	\$650.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$650.00	Rating 2.30				
Week: 10/29/12 11/04/12 M 1	10a-11a	2.30	:30	NM	1	\$650.00
N 4 2 10/30/12 10/30/12 M-F 10a-11a Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating	.30	,,,,,,	,	\$
Week: 10/29/12 11/04/12 -T 1	\$650.00	2.30	•			
N 5 2 10/29/12 10/29/12 Fox 2 News Midday	11a-1130a	-	:30	NM	1	\$650.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$650.00	Rating 2.20		i		
WEEK, 10/25/12 3 110+112 //	11a-1130a	2.20	:30	NM	1	\$650.00
N 6 2 10/30/12 10/30/12 Fox 2 News Midday Start Date End Date Weekdays Spots/Week	Rate	Rating	.50	,,,,,,	•	4004.00
Week: 10/29/12 11/04/12 -T 1	\$650.00	2.20				
N 7 2 10/29/12 10/29/12 M-F 12p-1230p	12p-1230p		:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 M 1	<u>Rate</u> \$200.00	Rating 1.60				
Week, 10/20/12 11/0 // 12 11		1,00	:30	NM	1	\$200.00
N 8 2 10/30/12 10/30/12 M-F 12p-1230p Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating	.00	,		•
Week: 10/29/12 11/04/12 -T 1	\$200.00	1.60				
N 9 2 10/30/12 10/30/12 M-F 1p-2p	1p-2p	m	:30	NM	1	\$300.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	Rate \$300.00					
N 10 2 10/29/12 10/29/12 M-F 3p-330p	3p-330p		:30	NM	1	\$800.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/29/12 11/04/12 M 1	\$800.00	1.50				4000 50
N 11 2 10/30/12 10/30/12 M-F 3p-330p	3p-330p	Dating	:30	· NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -T 1	<u>Rate</u> \$800.00					
1107/32 ()	+			•		

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KTVI 2250 Ball Drive St. Louis, MO 63146 (314)213-2222

Contract / R	evision	Alt Order #
586621	1	09852563

Contract Dates Product Estimate # 10/27/12 - 10/30/12 SPENCE C27C29

Original Date / Revision Advertiser 10/26/12 / 10/26/12 Spence, David/R/Mo Gov

Start Date End Date Monkedays SpotsWeek Rate Rating Start St			Spots/	_	Tota	
Start Date	*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpot	S	Amount
No. 1	Start Date End Date Weekdays Spots/Week	Rate Rating				
No. 1	N 12 2 10/29/12 10/29/12 M-F 4p-43up Start Date	Rate Rating \$875.00 2.60	.50	(()	-	ψ1,100.00
N 1 2 10/30/12	N 13 2 10/30/12 10/30/12 M-F 4p-430p	4p-430p	:30	NM	1	\$875.00
No.						
N 10 2 10 29 12 10 29 12 10 29 12 10 20 14 20 20 20 20 20 20 20 2	Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	<u>Rate</u> <u>Rating</u> \$1,025.00 5.00	:30	NM .	1	\$1,025.00
N	N 15 2 10/29/12 10/29/12 M-F 5a-530a	5a-530a	:30	NM	1	\$875.00
Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Start Date End Date Meekdays Spots/Week Start Date End Date	Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12M1	<u>Rate</u> <u>Rating</u> \$875.00 2.40				\$07F 00
No.	N 16 2 10/30/12 10/30/12 M-F 5a-530a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -T 1	5a-530a <u>Rate</u> <u>Rating</u> \$875.00 2.40	:30	NM	1	·
N 18 2 10/30/12 10/30/12 230a-6a 530a-6a	N 17 2 10/29/12 10/29/12 530a-6a	530a-6a	:30	NM	1	\$1,025.00
New 10/29/12 10/30/12 10/30/12 M-F 6a-7a Spots/Week Rate Rating Start Date Color New Start Date Color New Start Date Color New Spots/Week Rate Rating Start Date Color New New Start Date Color New Start Date Col		\$1,025.00 3.00			,	#4 AGE AA
N 19 2 10/29/12 10/29/12 10/29/12 10/29/12 M-F 6a-7a Weekdays Spots/Week Rating S2,025.00 3.90 Spots/Week Rating S2,025.00 S.20	N 18 2 10/30/12 10/30/12 530a-6a <u>Start Date End Date Weekdays Spots/Week</u>	530a-6a <u>Rate</u> <u>Rating</u> \$1,025.00 3.00	:30	Nivi	į.	\$1,025.00
Start Date Sta	N 40 0 40/20/42 10/20/42 M-F 6a-7a	6a-630a	:30	NM	1	\$2,025.00
N 20 2 10/30/12 10/30/12 MF 6a-7a Ga-630a Spots/Week Spots/W	Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1	Rate Rating \$2,025.00 3.90				
N 21 2	N 00 2 10/20/42 10/20/42 M E 62-79	6a-630a	:30	NM	1	\$2,025.00
N 22 10/30/12 10/30/12 MF 6a-7a 630a-7a 30 NM 1 \$2,225.00	Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	Rate Rating \$2,025.00 3.90				#0 00F 00
N 22 2 10/30/12 10/30/12 M-F 6a-7a 630a-7a 30 NM 1 \$2,225.00	N 21 2 10/29/12 10/29/12 M-F 6a-7a	630a-7a	:30	NM	1	\$2,225.00
N 22 2	Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1	\$2,225.00 4.40	0.0	NIB4	1	¢2 225 00
N 23 2 10/29/12 10/29/12 Fox 2 News at 7 am 7a-730a :30 NM 1 \$1,875.00	N 22 2 10/30/12 10/30/12 M-F 6a-7a	630a-7a Rate Rating	:30	INIVI	ŧ	φ <u>ε</u> ,ε20.00
N 23 2 10/29/12 10/29/12 Fox 2 News at 7 am 7a-730a :30 NM 1 \$1,875.00	Week: 10/29/12 11/04/12 -T 1	\$2,225.00 4.40				
N 24 2 10/30/12 10/30/12 Fox 2 Morning News	N 23 2 10/29/12 10/29/12 Fox 2 News at 7 am	7a-730a	:30	NM	1	\$1,875.00
N 24 2	Start Date End Date Weekdays Spots/Week	Rate Rating \$1,875,00 4,90				
Week: 10/29/12 End Date 11/04/12 Weekdays -T Spots/Week 1,875.00 Kate 4,90 N 25 2 10/29/12 10/29/12 10/29/12 10/29/12 Fox 2 News at 8 am 8a-830a 8a-830a :30 NM 1 \$1,700.00 N 26 2 10/27/12 10/27/12 Fox 2 News Saturday AM 8a-830a 7a-730a :30 NM 1 \$1,025.00 N 26 2 10/27/12 10/28/12S- 1 Spots/Week Rate 8a-830a Rating 8a-830a :30 NM 1 \$1,025.00 N 27 2 10/22/12 10/28/12 10/28/12 Fox 2 News Saturday AM 8a-830a 8a-830a :30 NM 1 \$1,025.00 N 27 2 10/27/12 10/28/12 10/28/12 10/28/12 Fox 2 News Saturday AM 8a-830a 8a-830a :30 NM 1 \$1,025.00 N 28 2 10/28/12 10/28/12 10/28/12 Su 7-9a 7a-730a :30 NM 1 \$875.00	N 24 2 10/30/12 10/30/12 Fox 2 Morning News	7a-730a	:30	NM	1	\$1,875.00
N 25 2 10/29/12	Start Date <u>End Date</u> <u>vveekdays</u> <u>Spots/vveek</u>	Nate Nating				
Week: 10/29/12 11/04/12 M 1 \$1,700.00 4.20 N 26 2 10/27/12 10/27/12 Fox 2 News Saturday AM Start Date Weekdays Spots/Week Rate Rating \$1,025.00 Rate Rating \$2.60 N 27 2 10/27/12 10/27/12 Fox 2 News Saturday AM Start Date Weekdays Start Date Weekdays Start Date Weekdays Spots/Week 8a-830a Start Date Rating \$1,025.00 30 NM 1 \$1,025.00 N 27 2 10/27/12 10/27/12 10/27/12 Fox 2 News Saturday AM Week Start Date Weekdays Spots/Week Week: 10/22/12 10/28/12S 1 \$1,025.00 Rate Rating \$1,025.00 NM 1 \$1,025.00 N 28 2 10/28/12 10/28/12 Su 7-9a 7a-730a 3.00 3.00 NM 1 \$875.00			:30	NM	1	\$1,700.00
N 26 2 10/2/12 10/2/12 Fox 2 News Saturday AM National Start Date End Date Weekdays Spots/Week \$1,025.00 2.60	Week: 10/29/12 11/04/12 M 1				a a	64 005 00
Week: 10/22/12 10/28/12S- 1 \$1,025.00 2.60 N 27 2 10/27/12 10/27/12 Fox 2 News Saturday AM Sa-830a 30 30 NM 1 \$1,025.00 Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12S- 1 \$1,025.00 Rate Rating \$1,025.00 Rating \$3.00 N 28 2 10/28/12 10/28/12 Su 7-9a 7a-730a 30 NM 1 \$875.00			:30	NM	7	\$1,025.00
N 27 2 10/27/12 F0X 2 News Saturday AM Sa-Osa Saturday AM Saturday AM Sa-Osa Saturday AM	Week: 10/22/12 10/28/12S- 1	\$1,025.00 2.60			4	¢4 00E 00
Week: 10/22/12 10/28/12 S- 1 \$1,025.00 3.00 N 28 2 10/28/12 10/28/12 Su 7-9a 7a-730a :30 NM 1 \$875.00			:30	NM	1	\$1,UZ5.UU
N 28 2 10/28/12 10/28/12 Su 7-9a 7a-730a :30 NM 1 \$875.00	00011 0000					
Start Date CHO Date Ascerdada Oborot Ascerda		7a-730a <u>Rate</u> <u>Rating</u>	:30	NM	1	\$875.00



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	586621 /	09852563	
Contract Dates	Product	Estimate #	
10/27/12 - 10/30/12	SPENCE	C27C29	

Original Date / Revision Advertiser 10/26/12 / 10/26/12 Spence, David/R/Mo Gov

		Spots/	To	tals
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week R	ate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 S 1	<u>Rate Rating</u> \$875.00 2.50			
N 20 2 10/28/12 10/28/12 FOX News Sunday	9a-930a	:30	NM 1	\$1,025.00
Start Date End Date Weekdays Spots/Week	\$1,025.00 2.50			
N 30 2 10/29/12 10/29/12 M-F 5p-530p	5p-530p	:30	NM 1	\$2,225.00
N 30 2 10/29/12 10/29/12 M-F 5p-530p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1	\$2,225.00 5.30			
N 24 2 40/20/42 40/30/42 M-F-50-530n	5n-530n	:30	NM 1	\$2,225.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	\$2,225.00 5.30			
N 32 2 10/29/12 10/29/12 M-F 530p-6p	530p-6p	:30	NM 1	\$2,025.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1	\$2,025.00 3.50			
N 22 0 40/20/12 10/20/12 M.E.Sn.630n	6n-630n	:30	NM 1	\$2,025.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -T 1	\$2,025.00 3.50			
N 34 2 10/28/12 10/28/12 Fox 2 News Sunday	5p-530p	:30	NM 1	\$1,025.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 5 1	\$1,025.00 4.50			
N 35 2 10/29/12 10/29/12 TMZ Date Delayed	1105p-1135p Rate Rating	:30	NM 1	\$675.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1 N 36 2 10/30/12 10/30/12 M-F 1035p-1105p	\$675.00 2.10			
N 36 2 10/30/12 10/30/12 M-F 1035p-1105p Start Date	1035p-1105p Rate Rating	:30	NM 1	\$675.00
Week: 10/29/12 11/04/12 -T 1				2555
N 37 2 10/29/12 10/29/12 The Office Delayed Start Date End Date Weekdays Spots/Week	1135p-1205a Rate Rating	:30	NM 1	\$575.00
Week: 10/29/12 11/04/12 M 1	\$575.00 1.30			0575 00
N 38 2 10/30/12 10/30/12 M-F 1105p-1135p Start Date	1105p-1135p Rate Rating	:30	NM 1	\$575.00
Week: 10/29/12 11/04/12 -T 1	\$575.00 1.30			#450.00
N 20 2 10/28/12 10/28/12 Seinfeld Delayed	1135p-1205a	:30	NM 1	\$450.00
Week: 10/22/12 10/28/12S 1			NM 1	\$2,025.00
N 40 2 10/29/12 10/29/12 9p News Delayed Start Date End Date Weekdays Spots/Week Week; 10/29/12 11/04/12 M 1	930p-10p <u>Rate</u> <u>Rating</u>	:30	NM 1	φ2,020.00
	·	.00	NM 1	\$2,025.00
N 41 2 10/30/12 10/30/12 M-F 9p-10p Start Date	Rate Rating	:30	IAINI	\$2,020.00
Week: 10/29/12 11/04/12 -T 1	\$2,025.00 5.30	-20	NM 1	\$1,925.00
N 42 2 10/29/12 10/29/12 9p News Delayed Start Date End Date Weekdays Spots/Week	10p-1030p Rate Rating	:30	INIVI	φ1,320.00
Week: 10/29/12 11/04/12 M 1	\$1,925.00 4.50	:30	NM 1	\$1,925.00
N 43 2 10/30/12 10/30/12 M-F 9p-10p Start Date	930p-10p <u>Rate</u> <u>Rating</u>	.50	14161	ψ1,02.0.00
Week: 10/29/12 11/04/12 -T 1	\$1,925.00 4.50	:30	NM 1	\$1,125.00
N 44 2 10/27/12 10/27/12 9p News Delayed Start Date End Date Weekdays Spots/Week	10p-1030p <u>Rate</u> <u>Rating</u>	.30	14141	Ţ.,. <u>20.00</u>
Week: 10/22/12 10/28/12S- 1	\$1,125.00 2.10	:30	NM 1	\$900.00
N 45 2 10/27/12 10/27/12 Fox 2 News Edge Delayed	1030p-1105p	.00	14111	4000,00



KTVI 2250 Ball Drive St. Louis, MO 63146 (314)213-2222

	Contract / Revision 586621 /	Alt Order # 09852563
Contract Dates 10/27/12 - 10/30/12	Product SPENCE	Estimate # C27C29
Advertiser Spence, David/R/Mo C	<u> </u>	riginal Date / Revision 10/26/12 / 10/26/12

Spots/ Totals					100000000000000000000000000000000000000
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week Ra	te Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 S- 1	<u>Rate</u> <u>Rating</u> \$900.00 1.30				
N 46 2 10/28/12 10/28/12 9p News Delayed Start Date End Date Weekdays Spots/Week	10p-1030p Rate Rating	:30	NM	1	\$1,925.00
Week: 10/22/12 10/28/12S 1	\$1,925.00 5.00	:30	NM	1	\$1,800.00
N 47 2 10/28/12 10/28/12 9p News Delayed Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12	1030p-11p <u>Rate</u> <u>Rating</u> \$1,800.00 4.10	;30	IAIM	1	ψ1,000.00
N 48 2 10/28/12 10/28/12 Fox 2 News Edge Sunday Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12S 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,350.00 2.90	:30	NM	1	\$1,350.00
N 49 2 10/30/12 10/30/12 Rams Weekly Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	630-7p <u>Rate</u> <u>Rating</u> \$2,025.00 2.80	:30	NM	1	\$2,025.00
N 50 2 10/29/12 10/29/12 M-F 630p-7p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 M 1	630p-7p <u>Rate</u> <u>Rating</u> \$0.00 2.00	:30	NM	1	\$0.00
N 51 2 10/30/12 10/30/12 FOX Prime Tuesday 7-8p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	7p-8p <u>Rate Rating</u> \$2,500.00 4.80	:30	NM	1	\$2,500.00
N 52 2 10/30/12 10/30/12 FOX Prime Tuesday 8-9p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	8p-9p <u>Rate</u> <u>Rating</u> \$3,750.00 4.10	:30	NM	1	\$3,750.00
N 53 2 10/28/12 10/28/12 FOX Prime Sunday 6-7p Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12S 1	6p-7p <u>Rate</u> <u>Rating</u> \$500.00 1.70	:30	MM	1	\$500.00
N 54 2 10/28/12 10/28/12 FOX Prime Sunday 7-8p Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12S 1	7p-8p <u>Rate</u> <u>Rating</u> \$1,500.00 2.50	:30	ММ	1	\$1,500.00
		Totals	173.60	55	\$69,600.00
Time Period # of Spots Gross Amount	Net Amount				
10/01/12 -10/28/12 13 \$14,525.00	\$12,346.25				
10/29/12 -10/30/12 42 \$55,075.00	\$46,813.75				
Totals 55 \$69,600.00	\$59,160.00				

Signature: _____ Date: _____